

51846 9968

SIGNATURE

Forsyth Permanent Point-Of-Sale & Merchandisers

*FORSYTH MODULAR FLOOR DISPLAY

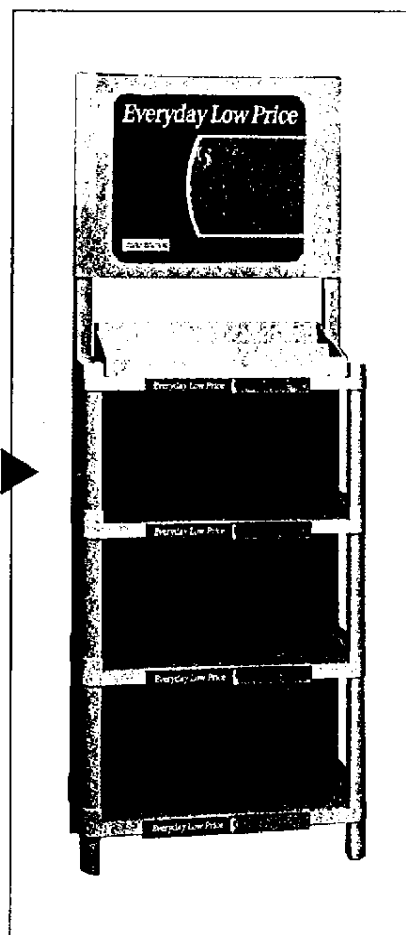
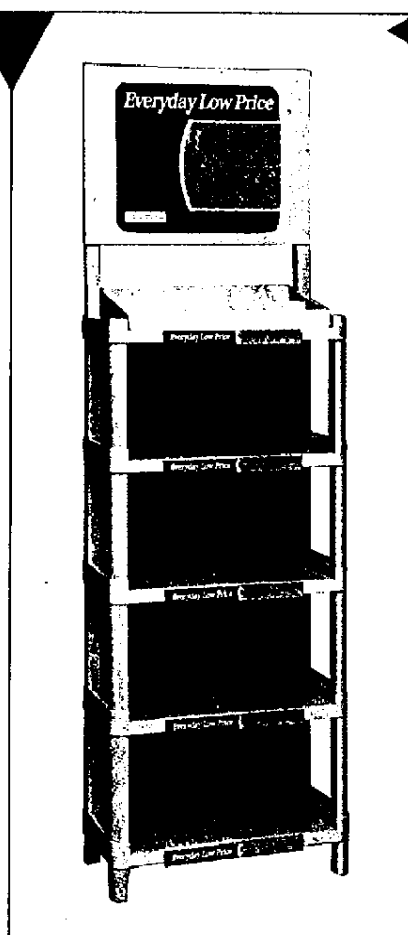
Item #487376

DIMENSIONS
Height - 73 3/4"
Width - 24"
Depth - 11 3/4"

Carton Capacity - 100
Pack Capacity - 90
Packed 1 per case.
POS included.

*Height of Modular Floor
Display can be adjusted by
removing individual
shelves.

Shelf Height - 11 1/2"



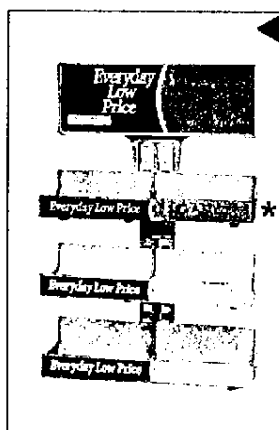
*PACKAGE ADD ON

Item #364366

*(to be used with 364179)

DIMENSIONS
Height - 2 3/8"
Width - 7"
Depth - 5 5/8"

Pack Capacity - 30
Packed 4 per case.
Shelf Strip included.
Header Card not included.



PACKAGE DISPLAY - 4 TRAY

Item #364179

DIMENSIONS
Height - 14 1/8"
Width - 13 3/4"
Depth - 5 5/8"

Pack Capacity - 60
Packed 4 per case.
POS included.

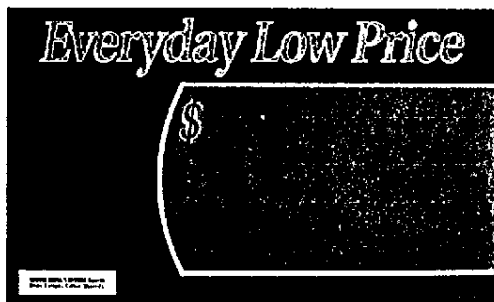


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Generic Point-Of-Sale



▲ **19" CANOPY CARD, 19" x 8 1/4"
Item #468173



▲ **PUMP TOPPER, 21 1/2" x 12 1/2"
Item #394891



▲ *24" PACKAGE MERCH CARD, 18 3/8" x 3 1/4"
Item #394858



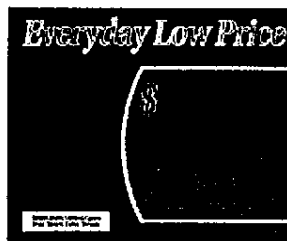
▲ CHANNEL STRIP, 13 11/16" x 13/16"
Item #394869



▲ **DUMP BIN RISER, 17 1/4" x 14"
Item #403911



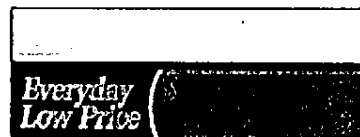
*SMALL PPD CARD, 9 1/4" x 4 7/16"
Item #432636



**EXTENDED LARGE PPD CARD, 13 7/16" x 10 1/2"
Item #394847



*LARGE PPD CARD, 13 7/16" x 4 7/16"
Item #394902



SHELF STRIP, 12 1/4" x 4 7/16"
Item #394880



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FORSYTH TOBACCO PRODUCTS TEMPORARY DISPLAYS

(These Items Provided at NO CHARGE)



LARGE DUMP BIN
FLOOR DISPLAY
Item #: 171239

Max. Capacity: 260 Packs
21"(W) x 48"(H) x 17"(D)
SKU: 5

2/4 Cell Dividers
185308
SKU: 25



SMALL DUMP BIN
FLOOR DISPLAY
Item #: 158149

Max. Capacity: 130 Packs
17 1/2"(W) x 47 1/2"(H) x 13"(D)
SKU: 10

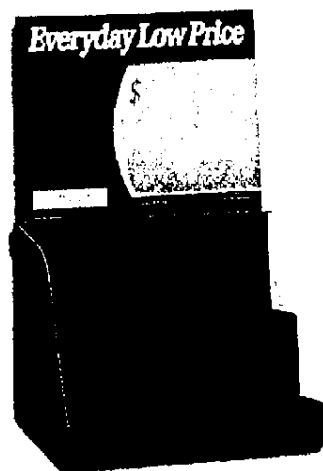
2-Cell Dividers
185286
SKU: 25



DIMENSION-4
CORRUGATED
PROMOTIONAL DISPLAY
Item #: 458131

Max. Capacity: 100 (Cartons only)
760 (Packs only)
18 1/2"(W) x 62"(H) x 13 1/2"(D)

SKU: 1



TEMPORARY PACKAGE
COUNTER DISPLAY
Item #: 417617

Max. Capacity: 160 packs
14"(W) x 15"(H) x 10 1/2"(D)

SKU: 25



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GENERIC POS, PACKAGE TAGS AND DISPLAY ORDER FORM

PRIVATE LABEL BRAND SIGNATURE

DATE

SHIP TO LOCATION:

SIS#:
 COMPANY:
 STREET:
 CITY/STATE:
 PO#:
 SPECIAL INSTRUCTIONS:

MAIL ORDER FORM TO:

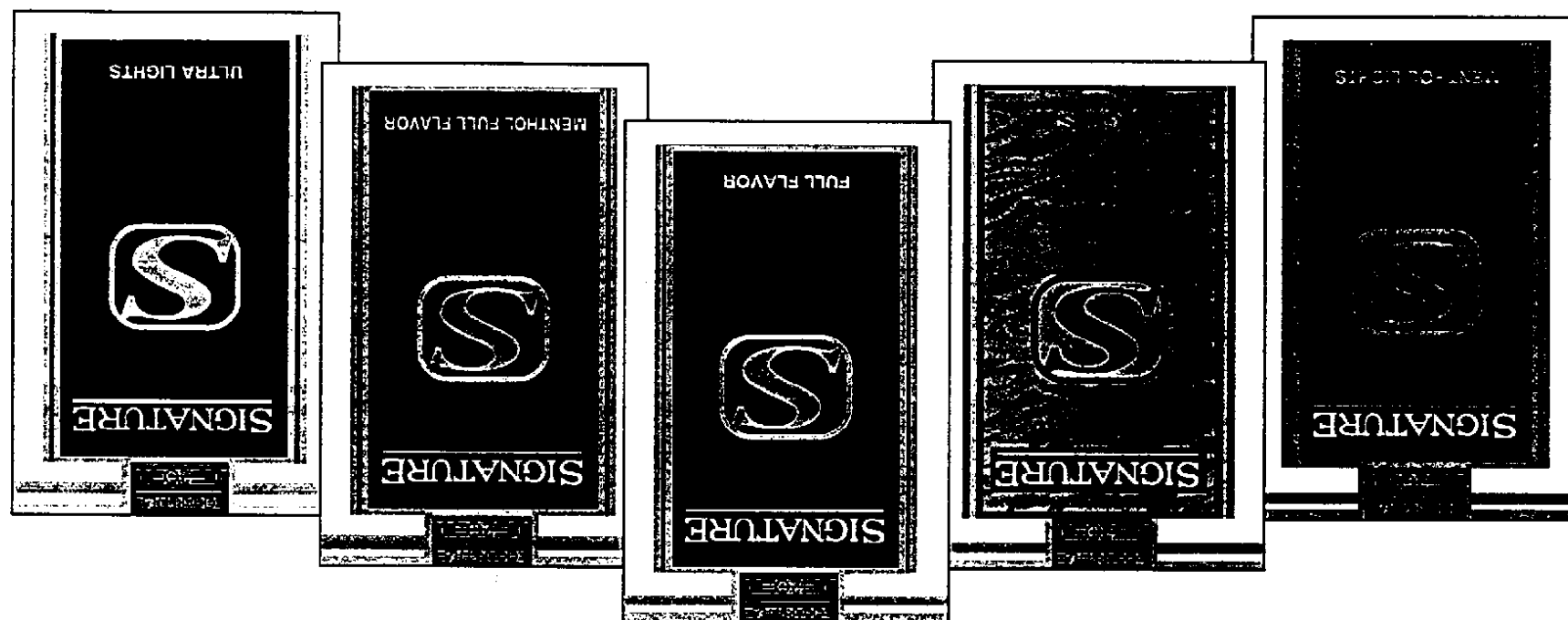
R.J. REYNOLDS TOBACCO COMPANY
 SALES MATERIAL OPERATIONS LOGISTICS
 P.O. BOX 2959
 Winston-Salem, NC 27102-2959
 Tel. (910) 741-3328 FAX (910) 767-2321

**ORDERS WILL BE PROCESSED WITHIN
 48 HOURS UPON RECEIPT**

GENERIC POINT OF SALE (25 PER SKU)		QUANTITY	FORSYTH PACKAGE TAGS (55 TAGS PER SKU)		QUANTITY (SKU = 1 PAGE)
432636	2 SIDED SMALL PPD CARD	<u> </u>	385464	FILTER 100'S SOFT PACK	<u> </u>
394902	LARGE PPD CARD	<u> </u>	385475	FILTER 85'S SOFT PACK	<u> </u>
394891	PUMP TOPPER	<u> </u>	385486	LIGHT 100'S SOFT PACK	<u> </u>
403911	2 SIDED DUMP BIN	<u> </u>	385497	LIGHT 85'S SOFT PACK	<u> </u>
	RISER CARD	<u> </u>	385508	ULTRA LIGHTS 100'S	<u> </u>
394880	FOLDED SHELF STRIP	<u> </u>	385519	ULTRA LIGHTS 85'S SOFT PACK	<u> </u>
394858	24" PK MERCH CARD	<u> </u>	385530	LTS MENT 100'S SOFT PACK	<u> </u>
468173	19" CANOPY CARD	<u> </u>	385541	LTS MENTR 85'S SOFT PACK	<u> </u>
394869	CHANNEL STRIP	<u> </u>	385552	MENTHOL 100'S SOFT PACK	<u> </u>
394847	EXTND LG PPD CARD	<u> </u>			
CARTON END LABELS			385563	MENTHOL 85'S SOFT PACK	<u> </u>
462390	FF85 CTN END LABEL	<u> </u>	385574	FILTER 83 BOX	<u> </u>
462405	FF83 BX CTN END LABEL	<u> </u>	385585	LIGHTS 83 BOX	<u> </u>
462411	FF100 CTN END LABEL	<u> </u>	385596	NON FILTER 85'S	<u> </u>
462441	L85 CTN END LABEL	<u> </u>			
462471	L83 BX CTN END LABEL	<u> </u>	487376	FORSYTH PERMANENT DISPLAYS	
462480	L100 CTN END LABEL	<u> </u>		FORSYTH MFD W/TOPPER	<u> </u>
462510	UL 85 CTN END LABEL	<u> </u>		(5 CTN WIDE, 5 SHELF)	<u> </u>
462522	UL100 CTN END LABEL	<u> </u>	364179	PERM. COUNTER DISPLAY (4 TRAY)	<u> </u>
462420	FFM85 CTN END LABEL	<u> </u>	364366	ADD ON/PERM. COUNTER DISPLAY	<u> </u>
462432	FFM100 CTN END LABEL	<u> </u>			
462495	LM85 CTN END LABEL	<u> </u>		FORSYTH TEMPORARY DISPLAYS	
462501	LM100 CTN END LABEL	<u> </u>	171239	FLOOR DUMP DISPLAY-LARGE	<u> </u>
462531	NF85 CTN END LABEL	<u> </u>	158149	FLOOR DUMP DISPLAY-SMALL	<u> </u>
			458131	DIMENSION 4 CORR. 4-WAY PROMO	<u> </u>
				DISPLAY (100 CTNS OR 360 PACKS)	<u> </u>
			417617	TEMPORARY PACKAGE COUNTER	<u> </u>
				DISPLAY (W/OPTIONAL STAIR STEP)	<u> </u>

PL BRAND	LG. PACK	QUANTITY	SM. PACK	QUANTITY
	STICKER ITEM#* (30 PER PACK)		STICKER ITEM#* (120 PER PACK)	

***ITEM #'s MUST BE FURNISHED!**



SIGNATURE

PRODUCT INFORMATION

	UPC	LENGTH (inches)	WIDTH (inches)	DEPTH (inches)	CUBE (feet)	WEIGHT
PACKS						
Full Flavor 100's	12300 22955	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Full Flavor 85's	12300 22951	2.0625	0.8438	3.375	0.0034	0.787 oz.
Lights 100's	12300 22961	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Lights 85's	12300 22958	2.0625	0.8438	3.375	0.0034	0.787 oz.
Ultra Lights 100's	12300 22967	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Ultra Lights 85's	12300 22964	2.0625	0.8438	3.375	0.0034	0.787 oz.
Menthol Lights 100's	12300 22973	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Menthol Lights 85's	12300 22970	2.0625	0.8438	3.375	0.0034	0.787 oz.
FF Menthol 100's	12300 22979	2.0625	0.8438	4.0000	0.0040	0.933 oz.
FF Menthol 85's	12300 22976	2.0625	0.8438	3.375	0.0034	0.787 oz.
CARTONS						
Full Flavor 100's	12300 22956	10.6250	1.7813	4.0313	0.044	10.13 oz.
Full Flavor 85's	12300 22952	10.6250	1.7813	3.4375	0.038	8.67 oz.
Lights 100's	12300 22962	10.6250	1.7813	4.0313	0.044	10.13 oz.
Lights 85's	12300 22959	10.6250	1.7813	3.4375	0.038	8.67 oz.
Ultra Lights 100's	12300 22968	10.6250	1.7813	4.0313	0.044	10.13 oz.
Ultra Lights 85's	12300 22965	10.6250	1.7813	3.4375	0.038	8.67 oz.
Menthol Lights 100's	12300 22974	10.6250	1.7813	4.0313	0.044	10.13 oz.
Menthol Lights 85's	12300 22971	10.6250	1.7813	3.4375	0.038	8.67 oz.
FF Menthol 100's	12300 22980	10.6250	1.7813	4.0313	0.044	10.13 oz.
FF Menthol 85's	12300 22977	10.6250	1.7813	3.4375	0.038	8.67 oz.
CASES-12M						
Full Flavor 100's	12300 22957	20.5625	11.0625	21.688	2.855	39.0 lbs.
Full Flavor 85's	12300 22953	17.625	11.0625	21.688	2.447	33.5 lbs.
Lights 100's	12300 22963	20.5625	11.0625	21.688	2.855	39.0 lbs.
Lights 85's	12300 22960	17.625	11.0625	21.688	2.447	33.5 lbs.
Ultra Lights 100's	12300 22969	20.5625	11.0625	21.688	2.855	39.0 lbs.
Ultra Lights 85's	12300 22966	17.625	11.0625	21.688	2.447	33.5 lbs.
Menthol Lights 100's	12300 22975	20.5625	11.0625	21.688	2.855	39.0 lbs.
Menthol Lights 85's	12300 22972	17.625	11.0625	21.688	2.447	33.5 lbs.
FF Menthol 100's	12300 22981	20.5625	11.0625	21.688	2.855	39.0 lbs.
FF Menthol 85's	12300 22978	17.625	11.0625	21.688	2.447	33.5 lbs.

9/7/95

51846 9974



- An exclusive quality private label brand
- Attractive margins
- Everyday low price
- Periodic promotions from your WAM Wholesaler
- Attractive accrual programs
- Free displays & POS material (permanent & temporary)
- Guaranteed product returns

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